

Message Text

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UNCLAS VIENNA 1121

E.O. 11652: N/A
TAGS: BEXP, AU
SUBJECT: IN-STORE PROMOTION FY '77

REF: VIENNA 0719; GOOTENBERG/LILL TELCON, FEB 6

1. EMBOFFS MET ON FEB 9 WITH DIRECTOR KADITS OF
KONSUMGENOSSENSCHAFT VIENNA AND DIRECTOR HOETZINGER OF
LOWER AUSTRIA KONSUM. KONSUM OFFICIALS CONFIRM STRONG
INTEREST IN AN IN-STORE PROMOTION FOR FY '77.

2. PROMOTION UNDER CONSIDERATION WOULD BE MAINLY, IF NOT
ENTIRELY, STAGED IN FOUR LARGE KONSUM DEPARTMENT STORES
IN VIENNA AND LOWER AUSTRIA AND A LARGE FURNITURE AND
FURNISHINGS STORE IN VIENNA. DEPT STORES OF THE VIENNA
KONSUM ARE IN THE CITY OUTSKIRTS, VOESENDORF AND FLORIDSDORF;
THOSE OF LOWER AUSTRIA KONSUM IN BADEN AND WIENER NEUSTADT.
THE FURNITURE AND FURNISHINGS STORE (FLOOR AREA CA. 190,000
SQ FT, ANNUAL TURNOVER ABOUT \$18 MILLION) IS ACROSS ROAD
FROM VOESENDORF DEPT STORE. ANNUAL TURNOVER OF THE FOUR
DEPT STORES TOTALS CA. \$140 MILLION. THEIR TOTAL FLOOR
AREA IS CA. 700,000 SQ FT, THE TWO LARGEST STORES BEING
IN VOESENDORF AND FLORIDSDORF. NON-FOOD ITEMS ACCOUNT
FOR CA. 70 PERCENT OF THE DEPT STORES' SALES.

3. EMBOFFS OBSERVED IN TOUR OF THE IMPRESSIVE VOESENDORF
STORE A VERY WIDE RANGE OF NON-FOOD ITEMS FROM AUTO TIRES
AND ACCESSORIES TO CLOTHING AND APPLIANCES. (KADITS REMARKED
THAT KONSUM SELLS AN EVEN WIDER RANGE OF NON-FOOD ITEMS
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THAN KASTNER & OEHLER.)

4. KONSUM OFFICIALS ARE FULLY AWARE THAT COMMERCE IN-STORE PROMOTIONS ARE FOR NON-FOOD CONSUMER GOODS. (THE NUMEROUS AND MUCH SMALLER KONSUM "SUPERMARKETS" ARE PRINCIPALLY FOOD STORES BUT COULD, OF COURSE, ALSO FEATURE APPROPRIATE U.S. NON-FOOD ITEMS DURING THE IN-STORE PROMOTION. THE POSSIBILITY OF A CONCURRENT PROMOTION OF FOOD ITEMS BY KONSUM WILL BE EXPLORED WITH EMB AGATT WHO WILL RETURN SOON FROM HOME LEAVE.)

5. KONSUM IN PROCESS OF PREPARING DATA EMB REQUIRES FOR FORMAL IN-STORE PROMOTION PROPOSAL RECOMMENDATION. MEANWHILE, KONSUM OFFICIALS, WHO HAVE BEEN BRIEFED ON SERVICES OF U.S. BUYING OFFICES, HAVE ASKED OUR HELP IN PUTTING THEM IN TOUCH WITH FIRST-RATE BUYING OFFICE.

6. ACTION REQUESTED: COMMERCE PLEASE CONTACT APPROPRIATE BUYING OFFICES AND ASK THEM TO COMMUNICATE PROMPTLY WITH DIRECTOR KADITS AT FOLLOWING ADDRESS:
KOMMERZIALRAT MANFRED KADITS, GESCHAEFTSFUEHRENDEROBMAN,
KONSUMGENOSSENSCHAFT WIEN, WOLFGANGGASSE 58-60,
1120 VIENNA. BUCHANAN

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